Hands On®

March/April
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The Newsletter of the American Massage Therapy Association

National Board Approves New GR Ops Committee

Three years ago, the AMTA Board of Directors created an advocacy and influence goal to work toward fair and consistent licensure in every state. The board made this goal a strategic focus and supported it with the decision to develop a unified Government Relations (GR) Program. With this decision the board also took responsibility for establishing organization-wide direction for the program.

Under the board's direction, AMTA has moved from having a standing committee of volunteers with year-round responsibilities to having two full-time staff members who handle ongoing GR Program administration. Chapter GR activities are now carried out by more than 100 chapter volunteers in 46 states, with continual support from AMTA staff. So, in its December 2006 conference call, the board decided it was time to change the volunteer workforce approach from a GR standing committee to a GR operational committee.

Operational committees are flexible working groups that benefit from the unique knowledge and expertise of volunteers, while freeing them from administrative and day-to-day responsibilities. Volunteers provide advice, insight and professional perspective while staff develops, implements and maintains ongoing programs. This ensures that volunteer and staff responsibilities aren't duplicated, and that responsibility goes to those who know the most about what needs to be done.

Beginning March 1, 2007, a new GR operational committee of national volunteers will support GR Program activities in specific areas, and advise AMTA staff and the board as needed. It will give more volunteers the chance for direct input into AMTA's GR Program, and provide AMTA with flexibility to respond to the ever-changing government relations environment.

If you have any questions about the GR Program or this change to committee structure, please contact Bill Brown, director of government relations, at bbrown@amtamassage.org or toll-free 877-905-2700, ext. 182.

AMTA Supports Coalition of Patient Rights

The AMTA Board of Directors recently voted to support the Coalition of Patient Rights through its affiliation with the Academic Consortium for Complementary and Alternative Health Care. The coalition represents more than three million health care professionals from more than 20 organizations that are opposing the American Medical Association's House of Delegates resolution to study, in cooperation with the Scope of Practice Partnership, many aspects of limited license health care providers and their professions. The results of this study could affect the scope of practice of many of these professions.

At this time massage therapy is not being studied, but our affiliation with the Coalition of Patient Rights will allow us to closely watch the progress of the Scope of Practice Partnership and take action against any threat of restrictions to massage practice that may arise.

New Professional Liability Insurance for Members

HPSO
Healthcare Providers Service Organization℠

AMTA has selected Healthcare Providers Service Organization (HPSO) as your new professional liability insurance provider because of its excellent reputation and commitment to superior customer service.

While keeping the same great $2 million per incident and $6 million aggregate coverage you receive with your membership, additional benefits have been added to your policy including:

- **License protection** that covers disciplinary charges, attorney fees, travel and other expenses for hearings and trials in defense of your right to practice.
- **Deposition representation** that covers you for representation at a deposition by a designated attorney if you're named in a professional liability lawsuit.
- **Assault coverage** that pays you for medical expenses incurred or for damage to your personal belongings resulting from a personal assault at your workplace (not available in Texas).

If you're an insured member, your new coverage with HPSO takes effect with your 2007 membership renewal. Look in your 2007 membership renewal kit for a brochure detailing the benefits of your new coverage, or for more information go online to the Members Section at www.amtamassage.org/member.

If you have any questions about your coverage, HPSO's staff of trained, licensed customer service representatives is there to help. Just call the dedicated AMTA toll-free number at 888-253-1474, or send your request via e-mail to amtamember@hpso.com.

Meet the new AMTA Board of Directors! See pages 4 and 5 to learn about the AMTA members representing you on the board.

Hands On
The Newsletter of the American Massage Therapy Association

March/April 2007

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Information contained in *Hands On* does not necessarily reflect the opinions or beliefs of AMTA and/or the staff of *Hands On.* AMTA, founded in 1943, is the oldest and largest nonprofit, national, professional organization serving massage therapists in the United States, Canada and 27 other countries.

Membership in AMTA is open to all qualified individuals regardless of race, creed, national origin, gender, age, marital status, religion, sexual orientation or physical handicap.

Mission: To serve AMTA members while advancing the art, science and practice of massage therapy.

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PRESIDENT'S LETTER

Dear Friends and Fellow AMTA Ambassadors,

In the last two years of President Braun's leadership, AMTA focused on advancing industry relationships. Much time, energy, thought, volunteer and staff hours were also given to address AMTA internally. With this as a foundation, I believe it's now time to look out to the horizon, and become a champion of all the good we do for the community and the satisfaction we create.

As your president, I dedicate my year to be the champion of our organization and the benefits that our members receive from it. In this ambassadorial role I seek to inspire every massage therapist to be an active ambassador for AMTA and the profession.

When I looked up the word, ambassadors are formal appointed officials representing their country, its cause and the leader's vision. We are going to redefine it as: each of us who can and is willing to act as a high profile spokesperson transmitting key messages. Your voice will help our clients, stakeholders and critics understand our organization and its goals. AMTA is a not-for-profit member-driven organization whose mission is to serve members while advancing the art, science and practice of massage therapy.

The messages we communicate with one voice must be consistent and followed up with actions that achieve a high degree of integrity, loyalty and retention, and that clinch deals that propel our organization from strength to strength. John F. Kennedy once said, "ask not what your country can do for you—ask what you can do for your country." I want to turn it around and ask what you can do for the organization that is committed to you, your excellence and your future.

I am fortunate to begin my term with the support of an outstanding board of directors, a talented staff at the AMTA headquarters in Evanston, Illinois, and a diverse group of members throughout the country. In order to be successful ambassadors, we need to continue to work together as a team and speak with one voice for the good of AMTA.

My particular vision of the future for AMTA is to see the day when physicians, massage therapists, allied health professionals, administrators and third party payers work hand-in-hand for the greater good of the client, organization and society.

So, I invite you to join me in this adventure to be the best we can be. I also encourage you to write to me at drleena@amtamassage.org with your views, support and constructive feedback.

Blessings to you all.

Proud to be an AMTA member,

Leena S. Guptha, DO
AMTA President

How Does the AMTA Board of Directors Work?

By M.K. Brennan (NC) and Judy Stahl Boyer (AZ)

In January 2006, AMTA's Board of Directors requested an assessment of the effectiveness of the board's work, and a workgroup was formed to carry out this request. As a result of this assessment, the board is focusing on its ability to enhance and maintain relationships among volunteers. A key part of enhancing relationships with volunteers, and with all members, is a clear understanding of the board's roles and responsibilities.

The board is responsible for setting the direction of the association, and making sure that financial and human resources are there to execute plans for moving the association in the right direction in a constantly changing landscape. We do this through a planning process rooted in our core purpose and envisioned future.

Setting direction involves gathering information so knowledge-based decisions can be made. We make our knowledge-based decisions using information, research, and most importantly input from those the decision is likely to affect, called "stakeholders." Stakeholders include members, volunteer leaders, consumers, government regulators, employers and massage schools.

Once information has been gathered and reviewed, the board discusses the direction they feel the association should take. They ask questions such as:

- What are our member needs, and how is AMTA addressing them?
- How the issue will affect the profession?
- What financial and human resources are required?
- What are the ethical implications of our decision?

When this discussion is completed, the board makes a decision using the knowledge it has gathered, and sets a new direction through a prioritized 3-5 year goal and objective. To support the direction, the board approves resources for the project. The board-approved agenda item is communicated to chapters and members through various means, such as the minutes of the board meeting, *Hands On*, broadcast e-mails, the website, and *Chapter Officers Bulletin*.

If you'd like to see this process in action, board meetings are open to any member who wants to attend.

You can be directly involved in the process by responding to the surveys you receive. Your responses are a valuable tool that informs the board's decisions. Please take the opportunity to share your opinion and exercise your voice and your vote through AMTA's surveys.

Please feel free to contact either of us if you have any questions: M.K. Brennan at mkamta@aol.com or 704-536-3446; Judy Stahl Boyer at jboyer2004@hotmail.com or 928-778-6208.

fingerprints

Member Researches Massage for Burn Survivors

Since 2003, Nancy Keeney Smith (FL), NCTMB, has been working to help burn patients with massage. It's work that's very important to her—massage is what helped heal her own scars.

In 1986, Smith was riding her bike to work when, without warning, a school bus made an illegal turn into the bike lane, knocking Smith over and dragging her some 60 feet down the paved road. The friction from the road tore the skin from her left leg in a severe case of burn-like "road rash."

Years later, she turned to a personal trainer, who was also a student at the Florida School of Massage, for exercise suggestions for the lymphedema that had formed around her grafted skin. The trainer recommended massage.

After 20 minutes of massage, "the edema was flushed out for 24 hours and the color changed from red purple to almost natural skin tone, a tone that I hadn't seen in years," Smith told Clare La Plante for a feature in the Spring 2007 **mtj**. She's had no surgery since, and was able to stop her daily dose of pain medication.

Over the next few years, she continued receiving massage, eventually going to school herself. On September 11, 2001, "I realized how quickly your life can change, especially with [my accident.] I needed to do something more valuable in my life," Smith says. "Exactly a year later I started massage school."

It didn't take Smith long to get involved as a volunteer massage therapist at Camp Amigo, a burn camp for children, sponsored by the Southeast Florida firefighters. Each year the camp hosts approximately 40 children, ranging from 6 to 18 years old. The camp assigns a counselor to each child—usually a firefighter or adult burn survivor.

Research in the area of how massage can help burn scars is promising, and this year Smith and her colleagues got some help from the Massage Therapy Foundation when they received a grant of nearly $5,000. They hope to eventually prove through their Camp Amigo Project that massage can be an important part of recovery for burn survivors.

You can read more of Smith's story and what led up to the Camp Amigo Project in your Spring 2007 issue of **mtj** or online at www.amtamassage.org/mtj. Smith is also looking to help out at this summer's camp. For more information, visit her website at www.ntouchtherapy.com.

AMTA Online Shopping Mall: Your Doorway to Discounts

AMTA is always looking for ways to help lower your operating expenses. One great way you can save money is to shop AMTA's online Shopping Mall for all your massage product needs. With your member discount, you can save up to 30 percent. You also benefit from no sales tax* on all purchases and free shipping** on selected items.

We want to support your practice, so we're constantly negotiating with vendors to provide you with the highest quality products at the lowest, member-only prices. Let us know about your favorite massage products, accessories and educational resources and we'll try to add them to our Shopping Mall. Log in with your member ID and password at www.amtamassage.org/shoppingmall to see the latest products and view all the discounts for members. Shop and save today!

**Illinois purchasers excluded.*
***Free shipping offer excludes Alaska and Hawaii.*

Meet Your 2007-2008 Board of Directors

President Leena S. Guptha, DO

Residence: Bethlehem, Pennsylvania

Vision for the future of AMTA

"I see AMTA continuing to be a member-driven organization that advances the art, science and practice of massage therapy. As the profession blossoms and matures, I envision every member serving as an ambassador of the organization and the profession. Collaborating, cultivating our skills/competencies, communicating both internally and externally with stakeholders such that the profession commands the respect of clients, peers, regulatory organizations and third parties and ultimately serves society."

President-Elect M.K. Brennan

Residence: Charlotte, North Carolina

Vision of the future for AMTA

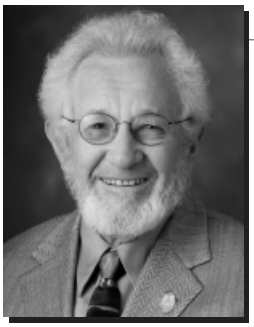
"Since 1943, AMTA has been member-focused while advancing the massage therapy profession. We will continue to serve members, the profession and the public by providing quality programs, fostering education standards, enforcing the code of ethics, supporting fair legislation and promoting massage therapy research. I also see the spirit of volunteerism continue to flourish as members are encouraged to participate and are provided the tools needed for success."

Immediate Past President Mary Beth Braun

Residence: Indianapolis, Indiana

Vision of the future for AMTA

"My vision of the future for AMTA is that we continue to work strategically to fulfill our mission as well as continue to create and sustain mutually respectful relationships with all stakeholders in the profession. Additionally, I would also like to see AMTA continue to refine our focus on members' needs to foster a culture of success for all."



Vice President William J. Greenberg

Residence: Fairfield, Connecticut

Vision of the future for AMTA

"I see in the coming years a positive growth in the massage profession and in AMTA. We'll be implementing our new membership database to make the AMTA member experience more positive for present and future members. We, as board members, will continue to work legislatively to have massage therapy universally recognized, and through our efforts to standardize a body of knowledge we'll promote the professional competency of all massage therapists."

Vice President Kathleen Miller-Read

Residence: Shoreline, Washington

Vision of the future for AMTA

"To design our future in mainstream health care, AMTA needs to improve relationships with allied health professionals, business leaders and legislators, while staying knowledgeable about current trends in health care so we'll be heard as an informative, viable voice for our profession. To cultivate a community of trust, AMTA needs to continue informing members about decisions, surveying them on the issues being addressed and utilizing the talents and expertise of new and elder members."

Vice President Brenda L. Griffith

Residence: Richmond, Virginia

Vision of the future for AMTA

"AMTA must continue to be a leader in the massage therapy field. To do that we need to use our resources wisely, complete and/or improve projects and programs already in progress, take advantage of new opportunities, and continue to improve member value. We also need to foster volunteer development, providing a clear understanding of the commitment volunteers have to the association and the commitment the association has to its volunteers."

Brenda L. Griffith (VA) has been elected to the AMTA Board of Directors as a vice president. This election fills the vacancy created by M.K. Brennan (NC), who is now the president-elect.

Focus on the New Year for AMTA

Most of us think of the New Year beginning on January 1. But for AMTA, our new year begins on March 1, with a new fiscal year and a new board of directors.

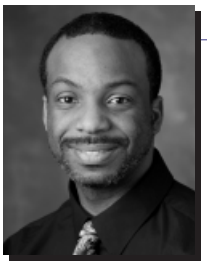
Every year the board sets priorities for directions that AMTA will concentrate on for the good of the membership and the advancement of the massage therapy profession. These priorities are called areas of strategic focus, and are chosen based on the needs of the profession and what activities will help AMTA reach its long-range goal of AMTA members being the consumer choice for massage.

Beginning March 1, 2007, AMTA has two areas of strategic focus for the fiscal year:

- Member Experience—to improve the value of membership to each member and earn member loyalty to AMTA. We'll do this by finding out what you want from your membership, and finding ways to improve the experience members have in the association.
- Professional Competency—to help AMTA members have the competencies, skills and professionalism to be successful. One of the ways we're doing this is by collaborating with massage therapists, educators and other industry stakeholders to discover and describe the profession's body of knowledge.

AMTA will also continue its government relations activities in pursuit of fair and consistent licensure in every state, so that some day massage therapists will be able to move their practices wherever they want to. For the latest AMTA activity on this, please turn to "National Board Approves New GR Ops Committee" (page 1).

Members-at-Large



Paul V. Berry Jr.

Residence: Norcross, Georgia

Vision for the future of AMTA

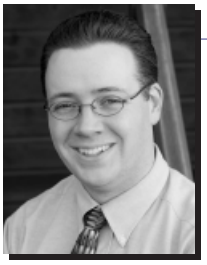
"My vision of AMTA encompasses our professional organization working diligently on national and chapter levels to increase awareness of our profession to consumers, striving for massage regulation with proper entities within national and state levels, working consistently with all stakeholders on one accord to have only one concise national certification examination, and striving for optimal communication with the Western medical community."

Kathie Lea

Residence: Baton Rouge, Louisiana

Vision for the future of AMTA

"I see AMTA as a lighthouse guarding the coastline—a sweeping light of knowledge informing all stakeholders of the power and efficacy of the work we do. It guards our scope of practice by unifying all stakeholders with a body of knowledge and core values so our profession shows a consistent face to the world. It lights the professional path of our members, so they can feel secure and earn a living wage while bringing the benefits of massage to all."

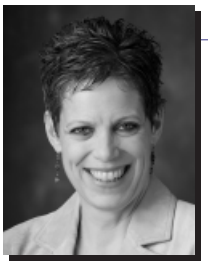


Nathan Nordstrom

Residence: Gresham, Oregon

Vision for the future of AMTA

"I see AMTA as the industry catalyst. The one every other occupation holds as a professional association that is above all others. I see AMTA being the resource for the public to find top quality massage therapy. AMTA will assist in development of industry-required curriculum for our growing profession."

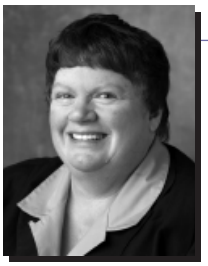


Judy Stahl Boyer

Residence: Prescott, Arizona

Vision for the future of AMTA

"AMTA represents the heart of the massage therapy profession. As our profession continues to grow, it's important not to lose sight of our work's primary value—providing caring human touch, individual to individual. AMTA, the largest not-for-profit member-driven massage therapy association, can be the primary resource to enhance public health and well-being through massage therapy. Our motives must be of the highest order, tempered with humility and integrity, to honor the gift that we share with others through our hands."

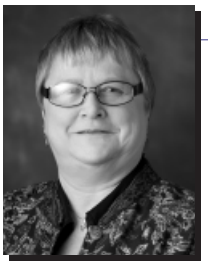


Glenath Moyle

Residence: Portland, Oregon

Vision for the future of AMTA

"My vision includes seeing AMTA positively using its influence to nurture critical interdependent relationships, lifting the level of communication and constructive collaboration between members, chapters, volunteers, other associated organizations and allied health professionals. That AMTA continues to be a champion for the causes of education and interstate portability, and will use that energy to build healthy pathways of communication between all aspects of the organization and its satellites."

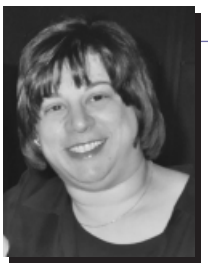


Cheryl L. Tardy

Residence: Sanford, Maine

Vision for the future of AMTA

"My vision for the future of AMTA shows me many more position statements are being presented and passed by the HOD. This gives our association the public face we need to gain, and the acceptance that we want in the medical model and with the general public. This action will afford us a loud clear voice to make all aware of how necessary and beneficial massage is in their daily lives."



Julie Finn

Residence: Walled Lake, Michigan

Vision for the future of AMTA

"My vision of the future for AMTA is to continue its networking with associations and organizations outside of the massage field to educate and promote massage therapy. I also see that this organization needs to continue to be a member-driven organization through questionnaires and surveys that ask for our input on where AMTA should focus for member satisfaction."

Visit the Members Section for Easier Access

To make it easier for you to find the information you need, we've improved the Members Section of the AMTA website! Here are some of the handy features you can use there:

- Enroll or update your profile in *AMTA's Find a Massage Therapist®* national locator service.
- Let us know you've moved with our simple change-of-address form.
- Link to marketing tools for advertising, public relations, business development and web-related materials to help you build and grow your practice.
- Go to the Chapter Center to find chapter officers, offices, e-mail and website contacts, and information on National Massage Therapy Awareness Week too.
- Visit the Benefits section to see all the benefits and resources we offer to members.

And don't forget to get the details on what you need as a Professional Active member to maintain your continuing education units. You can view your CEU profile anytime when you log in to the Members Section at www.amtamassage.org/member.

Voice Your Thoughts on Proposed Bylaw Changes

AMTA gives you the opportunity to comment on all proposed bylaw changes. Your comments are weighed by the board before any decisions are made.

At its June meeting the board will again consider proposed bylaw changes. To read the proposed bylaw changes and offer your comments, visit www.amtamassage.org/member/0307bylawnote.html.

Q & A with the FSMTB

AMTA first shared information with you about the creation of the Federation of State Massage Therapy Boards (FSMTB) in the fall of 2005. As with any new organization, we want to learn more, and we know many of you have questions too. We recently had the opportunity to interview Debra Persinger, executive director, and here are her answers to some of the most frequently asked questions.

Q: What is the FSMTB's mission?

A: The mission of the federation is to support its member boards in their work to ensure that the practice of massage therapy is provided to the public in a safe and effective manner. This is the basic concept; however, we're working on language to more clearly express our mission.

Q: Why was it created?

A: The FSMTB was created to provide a forum for state boards or agencies to benefit from the collective wisdom and resources among industry regulators and to address issues of common interest. For example, we're addressing consistency in scope of practice and entry into the profession that will lead to clearer consumer understanding and greater professional mobility.

Q: How many members do you have?

A: Since our membership campaign began in 2006, agencies or boards have joined from Alabama, Arizona, Arkansas, Delaware, Florida, Hawaii, Illinois, Iowa, Mississippi, New Hampshire, New Mexico, North Carolina, North Dakota, Oregon, Puerto Rico, South Carolina, Tennessee, Utah, Washington, Washington D.C. and West Virginia.

Q: What are the goals of the FSMTB?

A: Currently the top priorities of the FSMTB include development of an entry-level licensure examination, a document disaster recovery database and a national databank of licensure information, and gathering information about current practices. The disaster recovery database will store vital licensure information for the state boards and important documents such as transcripts for schools.

Q: Is the FSMTB creating another exam? If so, why?

A: Information gathered from our 2006 survey will be used to design an entry-level licensure exam that will be introduced in 2007. It's our belief that uniform national licensing standards will help create licensure reciprocity and mobility for practitioners.

Q: Will the new exam replace the existing National Certification Exam (NCE)?

A: The FSMTB is developing an entry-level *licensure* examination, which should not be confused with a certification examination. We firmly believe that certification has a rightful and necessary place in the massage and bodywork community. For that reason, the FSMTB is not working toward a new exam to replace the NCE.

Q: How will having two possible licensing exams help with portability?

A: It won't. Multiple exams do not facilitate reciprocity or portability, which is why the FSMTB advocates having ONE licensure standard. Currently the national landscape includes at least eight different examinations which are recognized differently from state to state. The NCE has been used by some licensing boards as an assessment tool by default because a licensure exam didn't exist. Now, as the profession is evolving, we can rise to the next level of recognition with both licensure *and* certification.

If you take an example from the medical community, physicians are able to obtain licensure around the country by virtue of having passed the medical licensing exam (USMLE). It isn't the fact that they might be a certified dermatologist or pediatrician that allows them to practice in every state; their certification simply indicates their specialty within their profession.

Q: When can members expect the new exam to be available to regulatory agencies?

A: Thanks to the overwhelming support and participation of the professional community, we are on target to launch the exam in summer 2007.

Q: If I'm currently licensed in my state, will I have to take another exam?

A: FSMTB does not mandate what each state requires. We wouldn't recommend that states require practitioners to take a test to maintain their current license in that state. However, if a currently licensed practitioner chooses to seek a license in another state, she will have to meet the licensing requirements in that state, which may include an exam. Unfortunately, this difficulty in the profession will continue to be a challenge for practitioners until the day when consistent standards are in place.

Q: What type of organization is the FSMTB?

A: The FSMTB holds a 501(c)3 tax status, so all contributions are tax deductible.

Q: How is the FSMTB funded?

A: We receive revenue from member board membership dues. Before FSMTB's incorporation, Associated Bodywork and Massage Professionals (ABMP) recognized the need for communication within the regulatory community and generously granted $110,000 to our development. FSMTB was established as its own incorporated entity in 2005. In the summer of 2006 FSMTB secured a loan from Professional Assist Corporation, ABMP's parent organization, to allow continued operations while the infrastructure and additional funding sources are established. We are operating on this line of credit, but we're hoping to secure funds from other sources that support the work of the FSMTB.

Q: What is the FSMTB most proud of?

A: The provision of the first-ever broad survey of the professional community and the countless hours of volunteer work that went into producing it—a survey for the profession, by the profession. It's of paramount importance to us that everyone has an opportunity to influence the process so we can use their feedback to make knowledge-based decisions.

Q: How can someone contact the FSMTB if they want more information?

A: We're redesigning our website, www.fsmtb.org, which we hope will be a valuable source of information. The best way to reach us with specific questions is by e-mail to info@fsmtb.org, or call toll-free 888-70-FSMTB (888-703-7682).

continuing excellence continuing education

Exercise Your Mind with AMTA Online Training

You can keep up with trends in the profession, explore ethical guidelines applied to real-life situations, or learn something new from a favorite author with AMTA Online Training. Follow the link on the Center for Continuing Education site, www.amtamassage.org/cont_edu.html, or go directly to www.amtaonlinetraining.org for professional topics that work your mind but won't strain your wallet.

Here's what's been added in the past few months:

- "Work Smarter, Not Harder—Body Mechanics for Massage Therapists," a new **mtj** course by Joe Muscolino.
- "Self-Evaluation," a new **mtj** course by Jean Middleswarth.
- "Heart of Ethics," a direct-to-online ethics course by Suzanne Nixon from her popular presentation at the AMTA National Convention in Atlanta.
- "Methods for Correcting Upper Quarter Strain" and "The Postural Pronation Syndrome: Restoring the Hinge Function of the Ankle," both from archived material by Bob King.

And, watch the site for new 2007 **mtj** courses on men's health, post traumatic stress disorder and carpal tunnel syndrome. We've also added a Frequently Asked Questions link on the center page and the training site page to help you with common concerns.

All courses are NCBTMB-approved. Remember, the NCBTMB requires six hours of ethics learning related to their Standards of Practice. Three of AMTA's online ethics courses now cover required points described in Standard V. For more details on recertification, please go to the NCBTMB website at www.ncbtmb.com.

MASSAGE THERAPY FOUNDATION

Research News

Pilot Study on Massage for Tension Headaches Concludes

The Wolfe-Harris Center for Clinical Studies (WHCCS) at Northwestern Health Sciences University in Minnesota recently completed a pilot study of massage therapy for tension-type headaches. The study was funded by a $19,935 grant from the Massage Therapy Foundation and an in-kind contribution from the university. The trial had three goals: to determine the feasibility of a full-scale randomized clinical trial to assess the relative effectiveness of massage therapy and self-care education for tension-type headaches; to assess if individuals with tension-type headaches would experience clinically important changes after a 10-week therapeutic massage regimen; and to describe the participants' and massage therapists' experiences with massage as a treatment. The WHCCS will begin seeking grants for a full-scale study later this year. For more information please visit www.nwhealth.edu/research/WHCCS.

Save the Date

The "First International Fascia Research Congress: Basic Science and Implications for Conventional and Complementary Health Care" will take place October 4–5, 2007, at Harvard Medical Conference Center, Cambridge, Massachusetts. This conference is dedicated to fascia in all its forms and functions. The Massage Therapy Foundation is a sponsor for this conference, and the American Massage Therapy Association is a supporting organization. Visit www.fascia2007.com for more information.

NCBTMB Joins the Massage Therapy Foundation's President's Circle

The National Certification Board for Therapeutic Massage and Bodywork (NCBTMB) has presented the Massage Therapy Foundation with a generous donation of $10,000. With this gift, NCBTMB joins the foundation's President's Circle of donors. The foundation plans to use NCBTMB's donation for research, community service, and other educational initiatives and conferences that support its mission.

Foundation News

Massage Therapy Foundation Elects Two New Trustees

The Massage Therapy Foundation welcomes **Ravensara Travilian (WA)** and **Ruth Werner (UT)** to the Board of Trustees. To read about their research interests and biographies, please visit www.massagetherapyfoundation.org/found_leadership.html.

The foundation thanks **Diana Makeig (IA)** and **Diana Kincaid** for their service as trustees.

Give Back to Your Profession

The Massage Therapy Foundation is a public charity, and its activities are made possible through your donations. Check out the foundation's website at www.massagetherapyfoundation.org and consider giving a tax-deductible gift of $50, or the value of one massage.

AMTA to Join ACCAHC

In October 2001, AMTA and representatives from many complementary and alternative medicine (CAM) professions met for the National Policy Dialog in Washington, D.C. Participants spent four days discussing topics such as regulation of and access to CAM products and services, clinical practice and quality of care.

AMTA committed to continue these conversations and to further integrate massage into the CAM community and health care. AMTA did this by affiliating with the Integrative Healthcare Policy Consortium (IHPC), and has provided both representation and monetary grants to the consortium for the past four years.

One committee of the IHPC is the Academic Consortium for Complementary and Alternative Health Care (ACCAHC). The ACCAHC was formed to help individuals in the CAM academic community work together in efforts to collaborate with conventional academic educators. After 26 months of activities, ACCAHC chose to become independent. AMTA has had a representative on the ACCAHC since it began in 2004, and the AMTA Board of Directors voted to continue the relationship and become a dues-paying member of ACCAHC.

This membership in ACCAHC is one of many ways AMTA is working to make accurate information about massage available to the public, and make sure that massage therapy is offered in a variety of practice settings.

education

2007 Calendar

June 2
AMTA Board of Directors Meeting
Phoenix, Arizona
Contact: 877-905-2700, ext. 157
gmitchell@amtamassage.org

July 12–15
Chapter Volunteer Orientation Program
Evanston, Illinois
Contact: 877-905-2700, ext. 115
mlove@amtamassage.org

September 25
AMTA Board of Directors Meeting
Cincinnati, Ohio
Contact: 877-905-2700, ext. 157
gmitchell@amtamassage.org

September 26–29
AMTA National Convention
Cincinnati, Ohio
Contact: 877-905-2700, ext. 143
hstearns@amtamassage.org

October 21–27
National Massage Therapy Awareness Week
Contact: 877-905-2700, ext. 133
kkarapetian@amtamassage.org

Help Us Improve Your Newsletter

Hands On will be getting a makeover this year, and we want to know what you'd like to see! After **March 15, 2007**, go to www.amtamassage.org/SNAPsurvey/handson2007.htm and take the *Hands On* reader survey. It takes only a few minutes to let us know your opinion!

Upcoming Deadlines
April 18, 2007 – July/August 2007
June 18, 2007 – September/October 2007

Hands On welcomes contributions from AMTA members. All submissions must include contact information, and may be edited for space and clarity. *Hands On* does not accept advertisements. Address all correspondence to:

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School Members Join Forces to Increase the Odds for Success

This year's AMTA Council of Schools 2007 Leadership Conference and Annual Meeting, in Las Vegas, January 25-27, 2007, launched with a talk by Jean Shea of Biotone. Shea told attendees about the research Biotone is funding, such as the Touch Research Institute (TRI) study on massage for breast cancer patients, and their partnership with the Massage Therapy Foundation on two projects for pediatric massage.

This introduction led nicely into the keynote address by Aviad Haramati, PhD, titled "Viewing Massage Therapy through a Medical Educator's Lens: Opportunities and Challenges." With a focus on the questions, "Can massage therapy be considered part of the complementary and alternative health care modalities?" and "What kind of practitioners are being trained?" Haramati shared his views on developing an integrated model of health care. He spoke of the need for massage therapy educators to "participate in interdisciplinary profession meetings to improve educational programs" and said it's important for schools to share their "experience in improving clinical skills, professionalism, patient-provider communication and student self-awareness." He also emphasized the need to continue developing the profession's research base.

After last year's successful panel discussion, representatives from the Commission on Massage Therapy Accreditation, the National Certification Board for Therapeutic Massage and Bodywork, the Massage Therapy Foundation, and the Federation of State Massage Therapy Boards again participated in a question-and-answer session with attendees.

Friday's School Industry Dialogue included discussion on the essential elements of a massage curriculum and how each school develops its curriculum. After two hours of interactive discussions, participants came away with a number of best practices to take back to their schools.

Bryan Born, DC, Susan Schultz, EdD, Glenn Hymel (LA), EdD, LMT, and Diana L. Thompson (WA), LMT, were among the presenters of continuing education sessions designed specifically for school owners. In addition, attendees could visit more than 30 exhibits featuring the latest in massage education related products.

Planning has already begun for next year's Leadership Conference, January 24-26, 2008, in Savannah, Georgia.

Do You Practice Trademarked Modalities?

AMTA would like to remind you that members practicing a trademarked modality (Trager® Approach, Feldenkrais Method® and Rolfing®) must meet the certification requirements of the registered mark owner in order to represent themselves as practicing the modality.

Organizations that participate in the Federation of Therapeutic Massage, Bodywork and Somatic Practice Organizations will be conducting their annual reviews, and will inform you and/or AMTA to cease listing a trademarked modality if your certification is not up-to-date. AMTA reserves the right to modify your *AMTA's Find a Massage Therapist*® record by deleting a modality if we're notified that you're not authorized to practice it. Thank you for your understanding and continuing compliance with the AMTA Code of Ethics.

Hands On
The Newsletter of the American Massage Therapy Association
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